

JOSH MANDEL

Revision #: 0 Date: 8/13/2012

Client: OH- US SEN- JOSH MANDEL- 2012 Estimate: 2602

Media: TV Description: OH US SEN JOSH MANDEL AUG 13-AUG 20

 Product: GENERAL
 Flight Start Date:
 8/14/12
 5:00:00 AM

 Market:
 Cincinnati
 Flight End Date:
 8/20/12
 4:59:00 AM

Separation between spots: 30

Line			STN	•	Tue V 8/14					Sun 8/19		Total Spots
No	Program Cod	de Gross	Net									
√ WKR	C-TV		4 (4)									
() 15	MTuWThF 6:30a-7:00a EM	M \$800.00	\$680.00	30	0	1	0	0	0	0	1	2
16	MTuWThF 7:00a-8:00a P ZEMEARLY SHOW	M \$400.00	\$340.00	30	0	0	1	0	0	0	0	1
3)17	MTuWThF 12:30p-2:00p DTYOUNG&RESTLESS<	Г \$850.00	\$722.50	30	1	0	0	0	0	0	1	2
18	•	K \$1,100.00	\$935.00	30	0	0	0	0	0	1	0	1
3 19	MTuWThF 5:00p-5:30p	\$1,200.00	\$1,020.00	30	1	0	1	0	0	0	0	2
()20	\$ V .	N \$1,500.00	\$1,275.00	30	0	1	1	0	0	0	1	3
21	LOCAL12 NEWS-6< Sa 6:00p-6:30p NEWS EI	N \$400.00	\$340.00	30	0	0	0	0	1	0	0	1
(1)22	MTuWThF 11:00p-11:35p	\$1,700.00	\$1,445.00	30	1	0	1	0	0	0	0	2
23	Su 11:00p-11:35p LN LATE NEWS	N \$1,700.00	\$1,445.00	30	0	0	0	0	0	1	0	1
244	MTuWThF 6:30a-7:00a 00 Ef	M \$400.00	¥.	15	0	0	0	2	0	0	0	2
245	GD MRN CINN@6 MTuWThF 5:00p-5:30p LOCAL12 NEWS-5<	N \$600.00	\$510.00	15	0	2	0	0	0	0	2	4
		Book) W									



Disclaimer:



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Product: GENERAL

Market: Cincinnati

 Flight Start Date:
 8/14/12
 5:00:00 AM

 Flight End Date:
 8/20/12
 4:59:00 AM

2602

Separation between spots: 30

Line No	Daypart Daypa Program Code		STN Net	-			Thu 8/16			Sun 8/19		Total Spots
WKR					13							
246	MTuWThF 6:00p-6:30p	\$750.00	\$637.50	15	2	0	0	2	0	0	0	4
247	MTuWThF 11:00p-11:35p V OLN LATE NEWS	\$850.00	\$722.50	15	0	2	0	2	0	0	2	6
300	MTuWThF 7:00a-8:00a PEMEARLY SHOW	\$200.00	\$170.00	15	2	0	0	2	0	0	0	4
301	MTuWThF 12:30p-2:00p YOUNG&RESTLESS<	\$425.00	\$361.25	15	0	0	2	0	0	0	0	2
V			Total	Spots:	7	6	6	8	1	2	7	37
	Total Cost:	\$30,150.00	\$25,627.5	50								
	Total											
	AUG 12	\$30,150.00	\$25,627.5	0								37
										s	ignatu	re:

Page: 2



Summary by Station/System

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Date: 8/13/2012

Client: OH- US SEN- JOSH MANDEL- 2012 Estimate: 2602

Media: TV Description: OH US SEN JOSH MANDEL AUG 13-AUG 20

Product: GENERALFlight Start Date:8/14/125:00:00 AMMarket: CincinnatiFlight End Date:8/20/124:59:00 AM

Separation between spots: 30

Station	Total Spots	STN Gross PCT	STN Net PCT
WKRC-TV	37	\$30,150.00 100%	\$25,627.50 100%
arket Total:	37	\$30,150.00	\$25,627.50

ORDER

Orders	Order / Rev:	49040			I		400 0000000000000000000000000000000000		
	Alt Order #:				ı				
	Product Desc:	Oh Se	Oh Sen Aug 13-20						
	Estimate:	2602					Local 12 WKRC-TV	>	
	Flight Dates:	08/14/	08/14/12 - 08/20/12		Primary AE:		LSM LSM		
	Original Date / Rev:		08/13/12 / 08/13/12		Sales Office:	ä	CVG		
	Order Type:	GENERAL	RAL		Sales Region:	:uc	Local		
Agency	Name:	Strate	Strategic Media Placement	nent	1				
	Buying Contact:				Billing Type:		Cash		-
	Billing Contact:				Billing Calendar:	ndar:	Broadcast		
		3 6992	7669 Stagers Loop		Billing Cycle:	ii	EOM/EOC		
		Delaw	Delaware, OH 43015		Agency Commission:	mmission:	15%		
Advertiser	Name:	Josh	Josh Mandel fo OHio US	JS Senate	!				
	Demographic:	王			New Business Thru:	ess Thru:			
	Product Codes:	US Senate	nate		Order Separation:	ration:	00:15:00		
	Priority:	P-2			— Advertiser F	Advertiser External ID:			
	Revenue Codes:		AGY, POL-CAND, GEN		Agency External ID:	ernal ID:			
Bill Plan					Totals				
0	End Date # §	# Spots Gross Amount	Amount Net Amount	Jount	Month	# Spots	Gross Amount	Net Amount	Rating
07/30/12 0	08/20/12	26 \$3	\$30,150.00 \$	\$25,627.50	August 2012	26	\$30,150.00	\$25,627.50	0.00
7	, i				ı otalis	ON.	,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,	\$20,02 0	5
Account Executives Account Executive	uves ve Sales	Office	Sales Region	Start Date / End Date	id Date	% Order %			
LSM LSM				Start Of Order	Start Of Order - End Of Order	100%			
Order Share		Share	Total						
Local 12 WKRC-TV	\\.	33%	\$30,150.00						
Market		100%	\$91,363.64						
Competitive Share	are	Share	Total						
EKRC		%0	\$0.00						
UNKWN		%0	\$0.00						
WCPO		30%	\$27,409.09						
WSTR		% % 9	\$5,481.82						
XIXM		22%	\$20,100.00						
Ln Ch	End	Inventory Co	ode Break		Start/End Time Days	Len Spots	Rate Pri Rtg Type	Spots	Amount
သူ	/12	6a Good Morn Cin	cinna	ဖ မ			0P-2 ✓	. 2	\$1,600.00
Start Date	Date End Date		Wee	Rate	Rating			encastorie reliek	
Week: 08/13/ Week: 08/20/	Week: 08/13/12 08/19/12 Week: 08/20/12 08/26/12	1		\$800.00	0.00				
N 2 WKRC 08		CBS This Morning CBS Morning	rning CM	7:00 AM-8:00 AM - (7:00 AM-8:00 AM) V	0 AM) V	:30 1	\$400.00P-2 V 0.00 NM	NA L	\$400.00
Start Date Week: 08/13/12	Date End Date (12 08/19/12	Weekdays	Spots/Week	Rate \$400.00	Rating 0.00				
N 3 WKRC 08	1	Soap Rotator Soap Rotator		_	11	:30 2	\$850.00P-1 ¹ 0.00 NM	7	\$1,700.00
Start Date Week: 08/13/12	<u>Jate</u> <u>End Date</u> 712 08/19/12	Weekdays -1 v	Spots/Week 1	<u>Rate</u> \$850.00	Rating 0.00			Similarity	

End Date 08/19/12

Start Date Week: 08/13/12

ਰੱ α Page Print Date: 08/13/12 15:52:40

Local 12 WKRC-TV

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Josh Mandel fo OHio US Senate Oh Sen Aug 13-20 2602 Product Desc: Advertiser: Estimate: 08/14/12 - 08/20/12 49040 Order / Rev: Flight Dates: Alt Order #:

\$800.00 \$30,150.00 Amount \$1,700.00 \$850.00 \$1,100.00 \$2,400.00 \$4,500.00 \$400.00 \$3,400.00 \$1,700.00 \$800.00 \$2,400.00 \$3,000.00 \$5,100.00 $^{\circ}$ က \sim --- 2 α က $^{\circ}$ Spots R 쑮 Rtg Type 器 器 쑮 뽔 \$400.00P-3 600 NM 000 NM 0.00 NM 0.00 NM \$1,200.00P-2 00.00 NM 0.00 NM 0.00 NN 0.00 Ø,00 0.00 0.00 0.00 00. 8 \$1,700.00P-3 🖋 \$1,500.00P-2 \$400.00P-2V \$800.00P-2/ \$1,700.00P-3 \$1,200.00P-2 \$850.00P-1 <u>P</u> \$1,700.00P-3 \$1,500.00P-2 \$1,100.00P-1 \$850.00P-1 Rate N 2 က _ က α 2 α Ψ-2 Spots :15/:15 :15/:15 :15/:15 :15/:15 :15/:15 30 330 :15/:15 30 30 30 39 Len 1-1-1--Start/End Time Days (10:00 AM-10:30 AM) V ÷ 5:00 PM-5:30 PM -1-0.00 Rating 0.00 Rating / 0.00 0.00 0.00 0.00 رِّ 0.00 مر 0.00 0.00 7:00 AM-8:00 AM -1; (7:00 AM-8:00 AM) 0.00 0.00 Rating 0.00 0.00 0.00 Rating 10:00 AM-10:30 AM-(5:00 PM-5:30 PM) V (6:30 AM-7:00 AM) v (5:00 PM-5:30 PM) 6:30 AM-7:00 AM 5:00 PM-5:30 PM <u>Rate</u> \$850.00 \$1,200.00 \$1,200.00 Rate \$1,500.00 11p-1135p \$1,700.00 \$1,700.00 \$400.00 11p-1135p \$800.00 Rate <u>Rate</u> \$850.00 Rate Rate \$1,500.00 Rate \$400.00 11p-1135p Rate Rate Rate Rate Rate Rate \$1,700.00 \$1,100.00 \$1,200.00 \$1,700.00 6p-630p 🛚 1230p-2p 6p-630p 🕽 6p-630p 1230p-2p Spots/Week Break \sim $^{\circ}$ Spots/Week 11p Sa-Su Local 12 NwsCM 11p Sa-Su Local 12 Nws 11 6a Good Morn CincinnatCM 5p Local 12 News at Fiv&M 6p Local 12 News at SixCM 6p Local 12 News at Six $\frac{1}{2}$ $\frac{C}{C}$ \overline{S} 6p Local 12 News at SixCM 6p Local 12 News at Six 11p M-F Local 12 News CM 11p M-F Local 12 News 11 5p Local 12 News at Fiv&M 5p Local 12 News at Five 6pm Local 12 News Sat CM 11p M-F Local 12 News CM 11p M-F Local 12 News 11 5p Local 12 News at Five 6a Good Morn Cincinnati 6pm Local 12 News Sat CBS Sun Morning CBS Sun Morn News CBS Morning News **CBS This Morning** Inventory Code Soap Rotator Soap Rotator Soap Rotator Soap Rotator Weekdays -1--1----111--End Date 08/19/12 End Date 08/19/12 N 10 WKRC 08/17/12 08/17/12 End Date 08/19/12 08/26/12 N 12 WKRC 08/14/12 08/17/12 N 13 WKRC 08/15/12 08/20/12 End Date 08/19/12 N 14 WKRC 08/14/12 08/17/12 08/16/12 N 8 WKRC 08/14/12 08/16/12 End Date 08/19/12 End Date 08/19/12 08/20/12 End Date 08/19/12 08/14/12 08/20/12 N 4 WKRC 08/19/12 08/19/12 End Date 08/19/12 5 WKRC 08/14/12 08/16/12 End Date 08/19/12 N 6 WKRC 08/15/12 08/20/12 End Date 08/19/12 08/26/12 08/18/12 End Date 08/19/12 N 9 WKRC 08/19/12 08/19/12 End Date End Date 08/26/12 08/19/12 08/26/12 End N 11 WKRC 08/15/12 08/16/12 N 7 WKRC 08/18/12 Start Date Week: 08/20/12 Start Date Week: 08/13/12 Week: 08/20/12 Start Start Date Week: 08/13/12 Start Date Start Date Start Date Start Date Start Date Week: 08/13/12 Week: 08/20/12 Start Date Start Date Start Date Start Date Start Date Week: 08/13/12 Week: 08/13/12 Week: 08/13/12 Week: 08/20/12 Week: 08/13/12 Week: 08/13/12 Week: 08/13/12 Week: 08/13/12 Week: 08/13/12 Week: 08/13/12 N 15 WKRC WKRC ರ ے ع z

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Totals